

## WHAT IS CLAIMED IS:

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1. An electronic apparatus comprising:  
a rewritable display panel having memory capability;  
a reception device for receiving display information; and  
a controller, responsive to said reception device, for  
5 controlling said display, said controller being configured to  
control the display so that first display information  
associated with an operation is displayed on said display  
panel when said apparatus is operated, and second display  
information, which is received by said reception device, is  
10 displayed on said display panel at least when said apparatus  
is not operated and the display is maintained with no power  
supplied to said display panel.
2. An electronic apparatus in accordance with claim 1,  
wherein said second display information is advertisement  
information.
3. An electronic apparatus in accordance with claim 1,  
wherein said controller is configured to display the second  
display information at all times in at least an area of said  
display panel.
4. An electronic apparatus in accordance with claim 1,  
wherein said controller is configured to display the second  
display information at all times in at least an area of said  
display panel, and said controller is configured to inhibit an  
5 operation by a user to turn off the display of the second  
display information.

5. An electronic apparatus in accordance with claim 1, wherein said controller is configured to update the second display information when power necessary for operating said apparatus can be supplied even if the second display

5 information is up to date.

6. An electronic apparatus in accordance with claim 1, further comprising a memory for storing the second display information, said memory being detachable from said apparatus, and wherein said reception device receives the second display

5 information from said memory.

7. An electronic apparatus in accordance with claim 1, further comprising a detector for detecting information indicative of the presence or absence of reception of at least one of an electronic apparatus purchase price discount service

5 and an electronic apparatus usage charge discount service.

8. An electronic apparatus in accordance with claim 7, wherein said controller is responsive to said detector, and said controller is configured to select the display mode based on a result of detection by said detection means.

9. An electronic apparatus comprising:

a reception device for receiving display information;

a first display portion for displaying first display information associated with an operation of said apparatus;

5 and

a second display portion for displaying second display information, which is received by said reception device, at least when said apparatus is not operated,

10 wherein at least said second display portion has memory capability.

10. An electronic apparatus in accordance with claim 9, wherein each of said first and second display portions is a part of a common display panel having memory capability.

11. An electronic apparatus in accordance with claim 9, further comprising:

5 a controller for controlling said display in at least a display mode in which the first display information is displayed on said first display portion when said apparatus is operated, and the second display information is displayed on said second display portion at least when said apparatus is not operated and the display is maintained with no power supplied to said second display portion.

12. An electronic apparatus in accordance with claim 11, wherein each of said first and second display portions is a part of a common display panel having memory capability.

13. An electronic apparatus in accordance with claim 11, wherein said reception device is a connector for connection to a communication line.

14. An electronic apparatus in accordance with claim 11, wherein said reception device includes a reception circuit for radio communication.

15. An electronic apparatus in accordance with claim 14, further comprising:

5 a control means for inhibiting simultaneous performing of communication via said reception circuit for radio communication and updating of at least one of said first display portion and said second display portion.

16. An electronic apparatus in accordance with claim 9, further comprising a memory, and wherein said second display information is stored in said memory, said memory is detachably attachable to said apparatus, and said reception  
5 device receives the second display information from said memory.

17. An electronic apparatus in accordance with claim 9, further comprising a detection device for detecting information indicative of the presence or absence of reception of at least one of an electronic apparatus purchase price  
5 discount service and an electronic apparatus usage charge discount service.

18. An electronic apparatus in accordance with claim 17, wherein said controller is responsive to said detection device and said controller is configured to select the display mode based on a result of detection by said detection means.

19. An electronic apparatus in accordance with claim 9, wherein at least one of said first display information and said second display information is received from an external apparatus through said reception device.

20. A method of placing an advertisement on an electronic apparatus having a display panel having memory capability and a controller for controlling said display panel, comprising the steps of:

5 determining whether at least one predetermined service condition has been received;

based on a result of said determining step, if at least one predetermined service condition has been received, actuating said controller to display on said display panel an  
10 advertisement is displayed on said display panel at least when said electronic apparatus is not operated; and

maintaining said advertisement on said display with no power supplied thereto;

15 wherein said predetermined service condition is selected from the group including an electronic apparatus purchase price discount service, an electronic apparatus usage charge discount service, a predetermined payment contract, and a predetermined discount in purchasing said electronic apparatus.

21. A system for determining charging for usage of an electronic apparatus provided with a display panel having memory capability, said system comprising:

5 a management table in which an identification number of said electronic apparatus and information on the presence or absence of a discount service are registered;

10 setting means for setting said electronic apparatus so that predetermined information is displayed on said display panel based on the presence or absence of a discount service, said display panel being adapted to maintain said display with no power supplied;

a counter for counting a usage charge based on a use condition of said electronic apparatus; and

15 subtraction means for reducing the usage charge based on the registered information.

22. A system in accordance with claim 21, further comprising:

charging means for charging a user based on the reduced usage charge.

23. A method of charging for usage of an electronic apparatus provided with a display panel having memory capability, said method comprising the steps of:

(1) registering in a management table an identification  
5 number of said electronic apparatus and information on the  
presence or absence of a discount service;

(2) setting said electronic apparatus so that  
predetermined information is displayed on said display panel  
based on the presence or absence of a discount service, the  
10 display panel being adapted to maintain displayed information  
thereon with no power supplied thereto;

(3) counting a usage charge based on a use condition of  
said electronic apparatus;

(4) reducing the usage charge based on the registered  
15 information; and

(5) charging a user based on the reduced usage charge.

24. An electronic apparatus comprising:

a display for displaying information, said display having  
a memory capability;

a display controller for controlling information  
5 displayed on said display;

wherein said controller is configured to display first  
display information associated with an operation of said  
apparatus in a first portion of said display and for  
displaying second display information in at least a second  
10 portion of said display, said controller configured to display  
said second display information at least when said apparatus  
is not operated.

25. An electronic apparatus comprising:

a display for displaying information, said display having  
a memory capability;

a display controller for controlling information  
5 displayed on said display, said controller being configured to  
display first display information associated with an operation  
of said apparatus in said display when said apparatus is  
operated, and said controller being configured to display

second display information in said display at least when said  
10 apparatus is not operated; and

wherein said display is adapted to maintain said second  
display information with no power supplied to said display  
panel.

26. An electronic apparatus in accordance with claim 25,  
wherein said controller is configured to display the second  
display information in at least a portion of said display  
panel when said apparatus is operated and when said apparatus  
5 is not operated.

27. A communication terminal comprising:

a first display portion;

a second display portion, at least said second display  
portion having a memory capability; and

5 a controller for selecting either said first display  
portion or said second display portion as a display portion on  
which received image data is displayed, said controller  
selecting said display portion on which received image data is  
displayed based on an identifier attached to received  
10 communication data.

28. A communication terminal as claimed in claim 27,  
further comprising a reception notification sound generator,  
wherein said controller is configured so that when said second  
display is selected as the display on which received image  
5 data is displayed, said controller displays the image data on  
said second display while inhibiting generation of a reception  
notification sound.

29. A communication terminal as claimed in claim 27,  
wherein said second display portion includes a reflective  
liquid crystal display device.

30. A communication terminal as claimed in claim 27,  
further comprising:

a receiver for receiving communication data, and

5 wherein said communication data has an identifier  
attached thereto.

31. A communication terminal as claimed in claim 27,  
further comprising:

a control means for inhibiting simultaneous performing of  
communication via said receiver and updating of at least one  
5 of said first display portion and said second display portion.

32. A communication terminal as claimed in claim 27,  
wherein said controller is configured to control said first  
display portion and said second display portion so that first  
display information associated with an operation is displayed  
5 on at least one of said first display portion and said second  
display portion when said apparatus is operated, and second  
display information is displayed on at least one of said first  
display portion and said second display portion at least when  
said apparatus is not operated and at least one of said first  
10 display portion and said second display portion is maintained  
with no power supplied to said display panel.

33. A communication system comprising:

(a) a first communication terminal including means for  
providing communication data with an identifier related to a  
content of image data included in the communication data; and

5 (b) a second communication terminal comprising:

communication means for receiving communication data  
from at least said first communication terminal;

a first display means;

a second display means having memory capability; and



10 control means, responsive to the identifier attached to the received communication data, for selecting either said first display means or said second display means as a display on which received image data is displayed.

34. A method of communicating data comprising the steps of:

communicating data including image data to be displayed;  
communicating an identifier associated with said data to  
5 indicate that the image data is to be displayed on a display having a memory capability.

35. A portable communication terminal comprising:  
a display device having memory capability;  
a driver for driving said display device to update a  
display on at least a portion of said display device;  
5 communication means for performing communication;  
a power source for supplying power to said communications means and said means for driving said display device; and  
a controller for inhibiting simultaneous performing of  
communication and updating of at least a portion of said  
10 display device so as to limit a load on said power source.

36. A portable communication terminal in accordance with claim 35, wherein said controller is configured to inhibit simultaneous communication and updating of said display device.

37. A portable communication terminal in accordance with claim 35, wherein said controller is configured to permit simultaneous performing of communication and updating of at least a portion said display device.

38. A portable communication terminal in accordance with claim 37, wherein said portion of display area permitted to be

updated simultaneous with performing communication is an additional information display area.

39. A portable communication terminal in accordance with claim 35, further comprising:

a selector for selecting a first display mode or a second display mode; and

5 wherein said controller is responsive to said selector, and said controller is configured so that, in said first mode, said controller inhibits update of all areas of said display device during communication and said controller is configured so that, in said second mode, said controller permits update  
10 of at least one area of said display device during communication.

40. A portable communication terminal comprising:

a display device having memory capability;

a driver for driving said display device to update a display on at least a portion of said display device;

5 a communication device for performing communication;

a power source for supplying power to said communications device and said driver; and

a controller for adjusting, based on a change in an input and output level of communication, timing of performing  
10 communication and timing of driving of said display device so as to limit a load on said power source.

41. A portable communication terminal in accordance with claim 40, wherein said controller is configured to permit update of a display on said display device only during at least one of a communication standby period and a  
5 communication period at a low input and output level.

42. A portable communication terminal in accordance with claim 40, wherein said controller permits update of a display

area of said display device during a communication standby period or a communication period at a low input and output level.

43. A portable communication terminal in accordance with claim 42, wherein said display area permitted to be updated during the communication standby period or during the communication period at a low input and output level is an additional information display area.

44. A portable communication terminal in accordance with claim 41, wherein said display device includes a first display portion and a second display portion and wherein said portable communication terminal further comprises:

a second controller for selecting either said first display portion or said second display portion as a display portion on which received image data is displayed, said second controller selecting said display portion on which received image data is displayed based on an identifier attached to received communication data.